

Revisiting The Sustainable Tourism in Indonesia

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The number of foreign tourists visiting Indonesia has made significant changes to the social economy and environment, spearheading survival (Sutawa, 2012). However, some were rejected by some for reasons of sustainability consideration from the local community who care about these crucial pillars of sustainability (Priatmoko et al., 2021). In the last decade, the cheapness of transportation to and from this country has become a magnet for foreign tourists to visit and experience the unique culture of society, from language behaviour to food and the diverse way of life of the Indonesian people. The low cost of living can be perceived as an additional attractive indicator for foreign tourists to enter (Hampton & Clifton, 2016).

On the other hand, Indonesia has local wisdom protected, and this is what local residents strive for in maintaining society's identity by prohibiting foreign tourism from entering. This has happened in several regions in Indonesia, such as in Lombok, where residents prefer to isolate the islands to stay away from foreign cultural influences. In this case, there may be positive and negative sides from both the stakeholder level, from the local community to the government (Hendrayani & Darmastuti, 2019; Khoiriati et al., 2018; Kusumowidagdo et al., 2019).

From the complicated problems like this where community culture is sometimes used as an obstacle in restraining local tourism, which has become an international trend, a gap in tourism issues arises that appears on the surface of the perspective of the social community itself (Jonathan & Tarigan, 2016). This will affect the three pillars of sustainability: the social economy and the environment, which are crucial things to be deepened where they are needed in their role as a path in the topic for which a solution will be given (Amerta et al., 2018). This issue makes irregularities in promoting tourism a buffer for the country's foreign exchange, especially Indonesia, known to foreign tourists since the Suharto era in the 1990s (Erb et al., 2005). Foreigners are very fond of Indonesian culture and local wisdom, which was initially

a local uniqueness that became a global trend (Aswita et al., 2018).

In this article, the author wants to express the challenges in socio-cultural areas in several places in Indonesia, which are obstacles in holding back tourism to maintain the local culture, which is the section's identity. As we know, Indonesia is extensive, and each region has its uniqueness from all types of culture, both the language of food and the behaviour of its society (Wijaya, 2019). However, all of them provide a beneficial effect for a community and losses in foreign exchange from valuable assets sold through tourism. More profoundly, the author refers to several scholars' writings explaining the pros and cons of tourism in this country, which is called the jewel of the equator, until finally, the author tries to bring a solution in responding to the challenges and gaps in this country issue sector tourism.

Meanwhile, the tourism sector in Indonesia itself is currently being boosted as a source of foreign exchange. The government targets 20 million foreign tourists visiting Indonesia in 2020 (Jaelani et al., 2020). The rapid development in the tourism sector can be seen from the policy of 10 priority tourist destinations which were then reduced to 5 super-priority tourist destinations. The result of priority destinations must use sustainable tourism development, so there is no doubt from fellow environmental activists; before building a resort, prioritise the environment and the surrounding community (Fanggidae & Seran, 2021). Sustainable tourism pays attention to the impact on the environment, society, culture, economy for the present and the future for local communities and tourists. It also made the Global Sustainable Tourism Council (GSTC) indicator standardise sustainable tourism (Ivars-Baidal et al., 2021).

Also, reviewing the Indonesia Sustainable Tourism Awards Festival held in 2019, in appreciation for Sustainable Tourism Actors, mentioned that the Minister of Tourism Regulation No. 14 of 2016 concerning guidelines for developing sustainable tourism destinations was issued. With the adaptation of the Sustainable Development Goals (SDGs) or the achievement of sustainable development until 2030, the ultimate goal of sustainable tourism at the Ministry of Tourism consists of the availability of decent jobs, sustainable production and consumption, and conservation of marine ecosystems (Spenceley & Bien, 2013). Everything is written in the 2016 tourism ministerial regulation. The steps were taken by the Ministry of Tourism to achieve sustainable development in 2030, one of which is through ISTA (Indonesia Sustainable Tourism Awards). So ISTA focuses on disseminating the guidelines to carry out or implement these guidelines at their destinations. So all destinations can apply these indicators (Lemy et al., 2019).

Therefore, seeing the issues circulating in maintaining local wisdom as the cultural identity of the Indonesian nation, where the government and a combination of community leaders have formulated several factors that can be used as a foundation for sustainable tourism in Indonesia. Perceiving the challenges that exist, there is a need for sustainable initiatives which

can refer to each stakeholder; In this case, the government and local residents can be used as a reference for unity in providing the main picture of the challenges in the tourism issue itself to find solutions. There are four categories and 104 indicators used as guidelines for developing sustainable tourism destinations in Indonesia, issued by the Ministry of Tourism. The four categories are sustainable tourism destination management, economic utilisation for local communities, cultural preservation for the community and visitors, and environmental conservation. Information on these indicators can be accessed by ISTA participants via forms (Pramono, 2021). As mentioned, sustainable tourism pays attention to ecological, social/cultural, local economic impacts by paying attention to caring capacity or environmental carrying capacity. For example, when there are tourists, it means they need a restaurant, then there is waste, how to manage waste. That must be taken into account. Therefore, it would automatically become sustainable tourism when organising tourism-oriented to the 3P, namely People, Planet, Prosperity (Anggusti & Siallagan, 2018).

In the end, sustainable tourism is not only crucial for the environment and local people. For example, 72 per cent of tourists believe they should start moving and choose sustainable tourism (Moscardo, 1998); in addition to that, a considerable number of global tourists now prefer sustainable tourism. But unfortunately, they are limited in information and options for sustainable tourism (Hirosune, 2011). In other words, becoming a sustainable tourist destination can protect the environment, society and culture, and have a local economic impact and a more significant economic impact for the nation.

Sustainability, which is now very crucial in its application in all aspects, has become a trend that can also benefit the challenges of global tourism. In this case, Indonesia as an experiment in making sustainable tourism helps maintain local wisdom from culture and nature, which can mutually benefit stakeholders from both socio-economic and environmental aspects. Through programs in sustainable tourism-oriented to 3P (People, Planet and Prosperity), the government's existence will help maintain ecological, social/cultural, local economic impacts by paying attention to caring capacity or environmental carrying capacity. Likewise, through an assessment that has been regulated through ISTA (Indonesia Sustainable Tourism Awards) as a reference for guidelines determined by the government that can be utilised by all stakeholders in overcoming challenges in tourism issues.

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